



Celebrating local resilience and sustainability in the ACT and surrounds.

EVENT SNAPSHOT

The ACT Permaculture Festival will be a celebration of local resilience and sustainability in the ACT and Capital region. This includes transport, energy, waste, landcare, permaculture, food and drink, gardening, arts, education and wellbeing. The Festival will occur on Sunday 15 April 2018 in advance of the Australasian Permaculture Convergence, which runs from 15 to 19 April 2018 in Canberra.

Canberra City Farm will come alive with stalls, talks, cooking demonstrations and other activities that are inviting and attractive to locals and visitors alike. The Festival activities will take place in marquees throughout Canberra City Farm and include food stalls from local farmers, workshops, demonstrations and live entertainment.

The ACT Permaculture Festival will engage as many local businesses to participate in the Permaculture Festival as possible, and has the support of Permaculture Australia, PIP Magazine, the Southern Harvest Association, Permablitz ACT, Canberra City Farm and SCPA-South East Producers.

AIMS OF THE ACT PERMACULTURE FESTIVAL

- Promote the ACT and Capital Region's sustainability and resilience based businesses and organisations.
- Bring overnight and day visitor tourism to Canberra.
- Profile regional sustainability and resilience businesses.
- Celebrate our indigenous, farming and self-reliant history.
- Help to create a community feel for Canberra.

ACT Permaculture Festival Sponsor Information 2018

For more information contact Katy Bates or actpermafest2018@gmail.com

ABOUT THE ORGANISER

The ACT Permaculture Festival is being organised by a group of business and community led organisations focused on sustainability and the growth of local and regional communities in the ACT and South East NSW through education, market opportunities and networking.

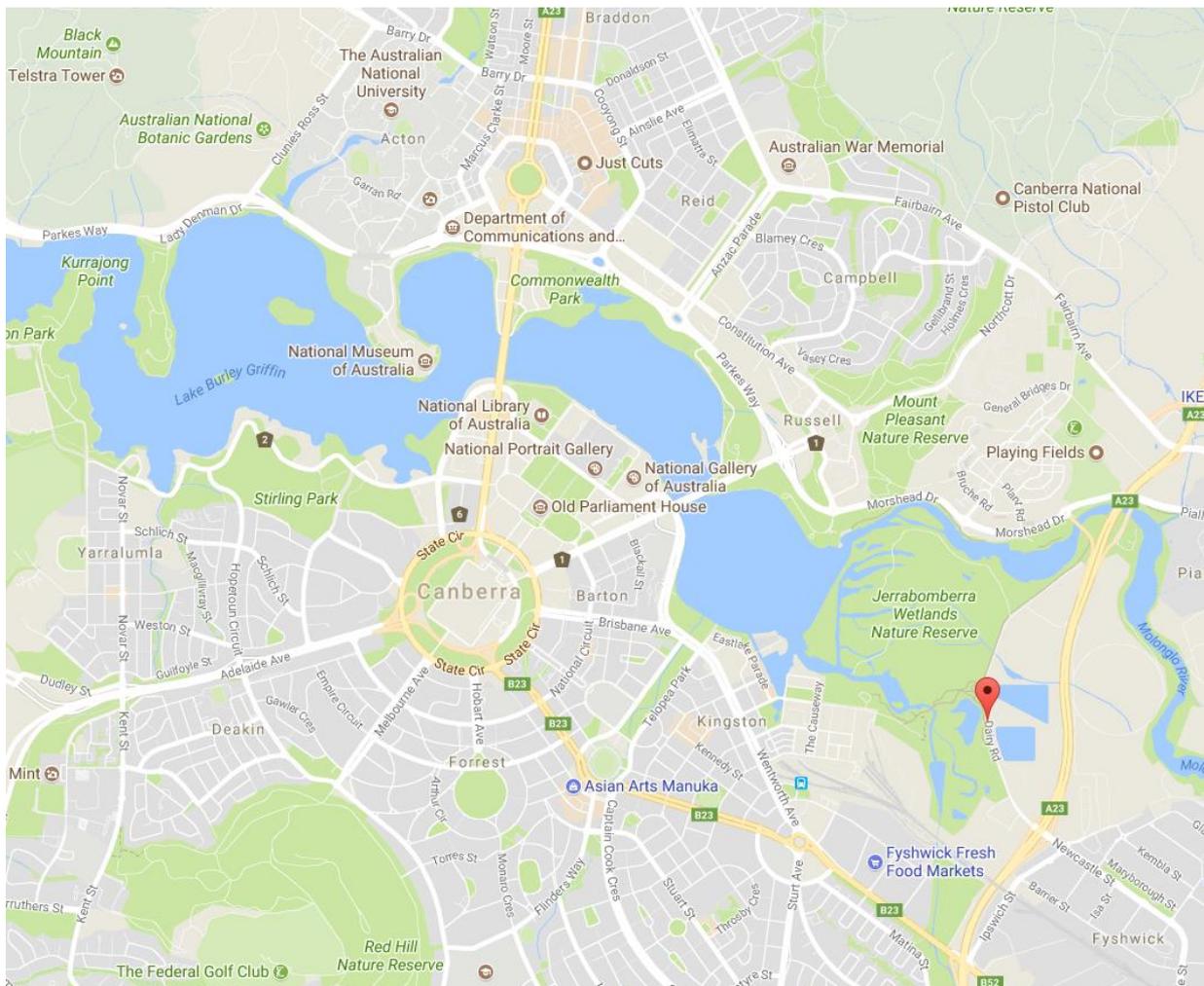
It is run by volunteer representatives from across the region including farmers, local food retailers, educators, gardening and permaculture enthusiasts and consumers. We have an active website and social media presence in the region; our partners include: Permaculture Australia, PIP Magazine, Southern Harvest Association, PermablitzACT SCPA-South East Producers and Canberra City Farm.

Our aim is to:

- **Develop a regular regional focus on permaculture for businesses and communities.**
- **Connect individuals, businesses and organisations.**
- **Grow the economic sustainability of regenerative, resilience and sustainability focused businesses in the region.**
- **Promote the region as sustainable living and working opportunity.**

ACT PERMACULTURE FESTIVAL LOCATION MAP

The Festival will take place in the grounds of Canberra City Farm's Dairy Road site in Fyshwick.



PROMOTIONAL PLAN

- Event advertisement via email newsletters, Facebook and website.
- Press releases to media in SE NSW and Canberra.
- Festival information will be located on the Permaculture Australia and Southern Harvest websites.
- Partner organisations will support promotional activities and disseminate information to their networks.
- Event sales via Southern Harvest website.
- Advertisements in Canberra and surrounding print newspapers and magazines.
- Advertise event on Destination NSW and Visit Canberra websites.

WHY SPONSOR THE ACT PERMACULTURE FESTIVAL?

The organising group, auspiced under Southern Harvest Association is a non-profit organisation at the forefront of supporting our local and regional sustainability industry having played a leading role in all major “fair food” initiatives in Southern NSW and the ACT in recent years. Our partnership group has a huge reach across the region through activities such as workshops, conferences and educational events. Sponsorship funds will be used to pay for media and administrative expenses for the ACT Permaculture Festival.

This is an opportunity for the local business community to get behind this Festival to show locals and visitors from Capital Region, Sydney and surrounding areas that Canberra is a regional focus for sustainable living and working. This will have flow on effects for other Canberra businesses, which we believe is the ideal reason not only for the Festival, but also for the business community supporting such an event.

WHO WILL ATTEND THE FESTIVAL?

The ACT Permaculture Festival 2018 is for the socially aware who are seeking meaningful outcomes for people and the planet. It targets those interested in sustainability and simple living, be they growers, makers, creators or innovators. It will appeal to a broad audience of those new to sustainable living and those established on their journey. We believe there is good alignment between the audience the ACT Permaculture Festival 2018 will reach and the customer base and potential clients of BUSINESS/ ORG NAME that will deepen relationships with the target market.

Specifically, our audience will be drawn from:

- Canberra and ACT
- Regional NSW and Victoria within 3 hours drive of Canberra
- Sydney

The target audience are couples and families, in particular the younger audience of between 25 and 40 years of age. However, we anticipate a broad age span of adults 25-65, and even older.

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Estimated attendance will be over 3,000 people at the conservative end, based on similar events run elsewhere, our extensive partner network and media reach.

Whilst this is a new event for the ACT region it is a proven proposition in terms of its merit and ability to deliver community and sponsor benefits:

* Bungendore Harvest Festival 2017 (ran by SHA) - 3,000+ people.

* Permaculture Fest West, Perth 2016 (ran in conjunction with APC13) - estimated 4,000 festival goers (from PIP magazine www.pipmagazine.com.au/connect/9452/)
Permaculturalists from across Australia, predominantly from NSW and the ACT.

SPONSORSHIP OPPORTUNITIES

MAJOR PARTNER \$20,000+

One exclusive Major Partner will receive the following benefits:

1. Exclusive naming rights at "ACT Permaculture Festival's Major Partner".
2. Premium reserved trade site (6m x 3m).
3. Naming and brand placement of main speaking marquee.
4. 25 minute speaking opportunity in main marquee
5. Major Sponsor recognition in the lead up to Festival, and for one month post event including
 - Facebook posts
6. Major Sponsor recognition on promotional material and media releases including
 - Newsletters x 6 plus partner newsletters online advertisements
 - Print advertisements (ACT and NSW)
 - Signage x 50
 - Program.
7. Recognition in social media promotions pre and post event.
8. Company banners on display at the Festival in several locations as negotiated.
9. Access to high profile speakers for promotional activities.
10. Material or questionnaire provided to all attendees on entrance.
11. Certificate of Major Partner.

GOLD SPONSOR \$5,000-10,000

Gold Sponsors will receive the following benefits:

1. Gold Sponsor recognition in the lead up to Festival, and for one month after the Festival.
2. Premium reserved trade site (3m x 3m).
3. Gold Sponsor recognition on promotional material and media releases.
4. Recognition in social media promotions pre and post event.
5. Company banners on display at the Festival in several locations as negotiated.
6. Certificate of Gold Sponsorship.

SUPPORTING SPONSOR \$500-3000

Supporting Sponsors will receive the following benefits:

1. Supporting Sponsor recognition in the lead up to Festival, and for one month after the Festival.
2. Reserved trade site (3m x 3m).
3. Supporting Sponsor recognition on promotional flyer and media releases.
4. Recognition in one social media promotion pre and post event.
5. Certificate of Supporting Sponsorship.

IN-KIND SPONSORSHIP

Please contact Katy to discuss in-kind sponsorship possibilities.

SPONSORSHIP ACCEPTANCE FORM

Contact Name _____

Company Name _____

Postal Address _____

Street Address _____

Telephone _____ Email _____

SELECT PACKAGE

- Major Partner
 - Gold Sponsor
 - Supporting Sponsor
 - Amount _____
 - In kind - details _____
-

DETAILS FOR INVOICE (IF DIFFERENT TO ABOVE)

Invoice to _____

Email address _____

RETURN TO actpermafest2018@gmail.com
BEFORE Friday 16th March 2018